IN THE CLAIMS:

Please amend the claims as follows (all claims listed):

1. (Currently Amended) A method for associating a chosen information unit with a given information unit comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically selecting the chosen information unit as a function of the ~~content data of the given information unit~~ relevancy ranking on the indexed data.

2. (Currently Amended) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

comparing the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said ~~step of~~ comparing the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit.

3. (Currently Amended) A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically comparing the ~~content~~ ranked indexed data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the ~~content~~ ranked indexed data of the given information unit to the content data of the candidate information unit.

4. (Original) The method of claim 3, further comprising:

after determining the content data of the candidate information unit, placing the candidate information unit in a look-up tree according to the content data of the candidate information.

5. (Currently Amended) The method of claim 4, wherein:

automatically comparing the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit comprises traversing the look-up tree.

6. (Original) The method of claim 4, wherein:

the structure of the look-up tree includes the content data of the candidate information.

7. (Original) The method of claim 4, wherein:

the given information unit is available on the Internet.

8. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

incorporating the content data into the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

9. (Original) The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

linking the content data to the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Currently Amended) The method of claim ~~11~~ 3, wherein:

the given information unit includes a page of content on the World Wide Web.

14. (Currently Amended) The method of claim ~~11~~ 3, wherein:

the candidate information unit includes an advertisement to be displayed to a user.

15. (Previously Amended) The method of claim 3, wherein:

determining a content data of the given information unit further includes:

selecting a keyword;

counting a number of occurrences of the keyword; and

ranking the key word according to the number of occurrences of the keyword.

16. (Currently Amended) A method for associating a chosen information unit with a given information unit comprising:

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine at least one of a component coupled in said user computer system and a software program loaded on said user computer system; and

selecting a chosen information unit as a function of the user computer system data.

17. (Original) The method of claim 12, further comprising:

accessing a user computer system through a user Internet connection;

querying the user computer system to determine a user computer system data; and

returning the user computer system data through the user Internet connection;.

18. (Original) The method of claim 3, wherein:

the given information unit includes a user-input information.

19. (Original) The method of claim 14 further comprising:

obtaining a user-input information; and

incorporating the user-input information into the content data of the given information unit.

20. (Currently Amended) An article ccmprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for associating a chosen information unit with a given information unit, the method comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically selecting a chosen information unit as a function of the ~~content~~ ranked index data of the given information unit.

21. (Currently Amended) An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for selecting a candidate information unit for linking to a given information, the method comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data; and

automatically comparing the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit.

22. (Currently Amended) A method for selecting a candidate information unit for linking to a given information unit comprising:

automatically determining a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data;

automatically determining a user computer system data by running a diagnostic program on the user computer system to determine at least one of a component coupled in said user computer system and a software program loaded on said user computer system;

determining a content data of the candidate information unit;

comparing two of a ~~content~~ ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said ~~step of~~ comparing two of a ~~content~~ ranked index data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit.

23. (Original) The method of claim 4 wherein:

the candidate information unit includes an advertisement to be displayed to a user.

24. (Original) The method of claim 4 wherein:

the look-up tree includes at least one folder and at least one sub-folder.

25. (Currently Amended) A computer system comprising:

a server;

a given information unit;

a candidate information unit coupled to said server and said given information unit, said server adapted to

determine a content data of the candidate information unit,

automatically determine a content data of the given information unit by searching the given information unit, indexing the given information unit to produce indexed data, and performing a relevancy ranking on the indexed data,

automatically compare the ~~content~~ ranked index data of the given information unit to the content data of the candidate information unit to create a comparison result; and

link the candidate information unit to the given information unit as a function of the comparison result.